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HOMEMAKERS' CHAT
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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Dairy Doin's"...Information from officials of the Production and Marketing Administration, U. S. Department of Agriculture.

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It's time to dust off the scales. Whipped cream is with us again! Right now you're probably so glad for a big fluff of whipped cream, you're not one whit interested in what the scales say.

On September first, wartime controls were lifted on the sale of heavy cream and the use of butterfat in making frozen desserts. So your ice cream may be richer and your puddings heaped with whipped cream if you like.

During the war when many people had more money than before, they naturally yearned for more of the good dairy foods...butter, cream and ice cream.

And in order to be sure that our Armed Forces had all they needed, the Department of Agriculture served as controlling engineer, and guided dairy products into military and civilian channels as they were needed most. These controls were known as War Food Orders.

War Food Order No. 8 restricted the amount of butterfat which could be used in the production of ice cream and other frozen dairy foods. Then another War Food Order prohibited the delivery to consumers of cream having a fat content in excess of 19 percent. These orders were necessary in order to safeguard the manufacture of butter and whole milk which were essential for military uses.

The government agencies bought most of their butter during the peak production season. And since the war ended near the close of the flush butter production period, the Armed Forces are provided for some time with butter.

So the cream now can flow freely into civilian trade.

9-11-45 ##